



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Monroe, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	41.3%	Population		24,624	24,837
Southern Satellites	29.9%	Households		9,874	10,106
Salt of the Earth	8.4%	Families		7,002	7,045
Rooted Rural	6.4%	Median Age		37.2	38.6
Metro City Edge	6.3%	Median Household Income		\$33,471	\$36,643

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,473.48	\$14,549,127
Men's	56	\$277.28	\$2,737,816
Women's	51	\$494.16	\$4,879,303
Children's	64	\$279.54	\$2,760,130
Footwear	48	\$244.76	\$2,416,805
Watches & Jewelry	49	\$97.22	\$959,980
Apparel Products and Services ¹	54	\$80.52	\$795,093
Computer			
Computers and Hardware for Home Use	55	\$120.95	\$1,194,286
Software and Accessories for Home Use	50	\$14.96	\$147,672
Entertainment & Recreation	63	\$2,177.30	\$21,498,688
Fees and Admissions	47	\$284.38	\$2,807,970
Membership Fees for Clubs ²	48	\$76.60	\$756,310
Fees for Participant Sports, excl. Trips	49	\$55.49	\$547,929
Admission to Movie/Theatre/Opera/Ballet	44	\$65.50	\$646,782
Admission to Sporting Events, excl. Trips	50	\$28.66	\$283,031
Fees for Recreational Lessons	45	\$58.12	\$573,918
TV/Video/Sound Equipment	63	\$735.20	\$7,259,319
Community Antenna or Cable Television	68	\$455.78	\$4,500,375
Color Televisions	54	\$74.35	\$734,165
VCRs, Video Cameras, and DVD Players	63	\$24.37	\$240,650
Video Cassettes and DVDs	63	\$38.48	\$379,950
Video Game Hardware and Software	62	\$20.37	\$201,139
Satellite Dishes	66	\$1.01	\$10,004
Rental of Video Cassettes and DVDs	60	\$35.57	\$351,213
Sound Equipment ³	52	\$81.90	\$808,653
Rental and Repair of TV/Sound Equipment	58	\$3.36	\$33,170
Pets	76	\$335.11	\$3,308,925
Toys and Games	66	\$120.06	\$1,185,505
Recreational Vehicles and Fees ⁴	79	\$357.85	\$3,533,405
Sports/Recreation/Exercise Equipment ⁵	62	\$143.16	\$1,413,570
Photo Equipment and Supplies ⁶	60	\$81.68	\$806,503
Reading ⁷	56	\$119.86	\$1,183,491
Food	65	\$5,499.82	\$54,305,201
Food at Home	68	\$3,400.79	\$33,579,398
Bakery and Cereal Products	67	\$486.79	\$4,806,563
Meat, Poultry, Fish, and Eggs	70	\$919.49	\$9,079,021
Dairy Products	67	\$371.34	\$3,666,614
Fruit and Vegetables	62	\$545.85	\$5,389,745
Snacks and Other Food at Home ⁸	69	\$1,077.32	\$10,637,455
Food Away from Home	62	\$2,099.03	\$20,725,803
Alcoholic Beverages	55	\$339.38	\$3,351,045
Nonalcoholic Beverages at Home	72	\$312.15	\$3,082,184



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	33	\$498.41	\$4,921,253
Vehicle Loans	77	\$4,746.42	\$46,866,194
Health			
Nonprescription Drugs	72	\$88.24	\$871,329
Prescription Drugs	87	\$500.35	\$4,940,464
Eyeglasses and Contact Lenses	67	\$55.67	\$549,708
Home			
Mortgage Payment and Basics ⁹	54	\$4,670.70	\$46,118,534
Maintenance and Remodeling Services	55	\$1,091.97	\$10,782,118
Maintenance and Remodeling Materials ¹⁰	77	\$289.88	\$2,862,249
Utilities, Fuel, and Public Services	70	\$3,060.33	\$30,217,740
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.53	\$785,302
Furniture	54	\$345.48	\$3,411,309
Floor Coverings	50	\$45.19	\$446,173
Major Appliances ¹²	69	\$204.05	\$2,014,767
Housewares ¹³	59	\$61.77	\$609,910
Small Appliances	67	\$24.62	\$243,117
Luggage	44	\$4.52	\$44,679
Telephones and Accessories	58	\$27.70	\$273,520
Household Operations			
Child Care	46	\$190.95	\$1,885,395
Lawn and Garden ¹⁴	80	\$357.80	\$3,532,925
Moving/Storage/Freight Express	54	\$28.63	\$282,661
Housekeeping Supplies ¹⁵	69	\$535.47	\$5,287,218
Insurance			
Owners and Renters Insurance	73	\$349.67	\$3,452,667
Vehicle Insurance	67	\$985.89	\$9,734,631
Life/Other Insurance	70	\$448.77	\$4,431,118
Health Insurance	76	\$1,489.65	\$14,708,762
Personal Care Products ¹⁶	64	\$302.02	\$2,982,102
School Books and Supplies ¹⁷	56	\$67.19	\$663,482
Smoking Products	84	\$404.27	\$3,991,781
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$4,341.14	\$42,864,412
Gasoline and Motor Oil	77	\$1,561.21	\$15,415,392
Vehicle Maintenance and Repairs	65	\$687.63	\$6,789,691
Travel			
Airline Fares	45	\$185.08	\$1,827,502
Lodging on Trips	55	\$225.81	\$2,229,672
Auto/Truck/Van Rental on Trips	42	\$18.12	\$178,913
Food and Drink on Trips	57	\$266.64	\$2,632,760

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.